

# Newsworthiness is often misunderstood

By ANNE THORNTON  
Editor

When Mr. and Mrs. Waldorf wake up in the morning, they can sit at their breakfast table, sipping orange juice, and read about the latest happenings with Reagan's budget proposals, a hijacking in Cuba or Christmas activities in Provo.

Newspapers and the media play an essential role. Not everyone can go to Nicaragua or Timbuktoo or even to his local city hall to get the news, so the media brings the news to the reader.

Though newspapers are an integral part of society, it's amazing that many people don't understand their purpose. Perhaps everyone ought to take an introductory course in journalism. In my four months as editor it seems that most complaints I hear stem from misunderstanding of newspapers' purposes. Here are some of the most common complaints:

"My news" versus editor's news — Most people interpret news as that which affects them. "Please publish our club's activity because it's big news and then we can get more funding," a club president may plead.

Yes, it's big news — for the 10 club members.

We get calls about everything — ward parties, stray cats in the neighborhood or a \$10 scholarship in a college department. Available space does not allow newspapers to print all the news found in a day. Editors must decide what is most newsworthy.

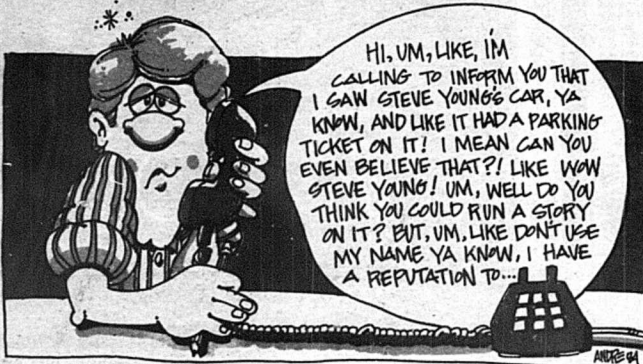
Reporters and editors use the following guidelines in deciding what stories are written and whether they are put on the front page or in small spots on the last page:

1. Timeliness — Newspapers print news, not old. Today's happenings will take precedence over yesterday's.

2. Proximity — A sewer dispute in Orlando, Fla., won't be on the front page of a paper in Provo, unless the issue is bizarre or unique (see below).

3. Magnitude — The number of readers affected by the news is also important. Some people may disagree with the big coverage of football. But then again, what other event can attract 65,000 people to a cold stadium on Saturday afternoon for four hours?

4. Celebrities — Nobody cares what Mr. Justa Student ate for breakfast, but when Sharlene Wells gives an interview, people read. Big names make big news.



5. Bizarre or Unique — The old journalism adage still applies: "If a dog bites a man, it's not news. But if a man bites a dog, that's news." People have a natural interest for the unique or out-of-the-ordinary events of daily life.

Accuracy vs. biased reporting  
Yes, journalists are people, and in spite of most journalists' attempts to write with complete accuracy, mistakes do happen. Perhaps stories written by robots or computers would be reported without any degree of inaccuracy or bias. But, then again, someone would need to program the robots.

During the recent elections, I received a call from a Democratic campaign manager, claiming the paper was pro-Republican. Then, the next day a staunch Republican called to complain about the over-coverage of the Democrats.

It seems everyone cannot be pleased — at

least on the same day. Readers interpret the news as they want to interpret it.

"I've been misquoted" — Reporters can't read minds. Anyone talking to a reporter should remember to say what he means and mean what he says. The reporter cannot interpret what someone is trying to say; that often results in the "I was misquoted" syndrome.

Don't learn this the Wong way — when BYU offensive tackle Louis Wong was asked why the offensive line was so good, he jokingly said the line was taught to hold without getting caught. But, some of the reporters did not realize it was a joke.

Real news vs. free advertising — Although they provide a public service, newspapers are also a business. Advertising provides the money, so do not expect an editor to print something that ought to be in an ad instead.

Editorial pages as forum for many opinions — A newspaper has a right and responsibility to express opinions — on the editorial page. Not only can a newspaper publish opinions, but it should also print other signed editorials of varying opinions.

Signed editorials do not necessarily represent the opinions of every student, the university administration, the LDS Church or The Daily Universe. As a forum for ideas, the editorial page should carry varying, thought-provoking opinions.

In summary, a newspaper should not be a propaganda tool of any group, including its reporters and editors. It should try to reflect its community and provide a forum for dissent. These are just the basics of a business which receives constitutional protection.

Dear Mr. and Mrs. Waldorf, newspapers love you and need you, but please remember these tips before calling your local editor.



## LETTERS TO THE EDITOR

### Door dilemma

Editor:  
One of the most embarrassing experiences of my college education happened the other day at the Tanner Building. I was approaching the front door of the building. I could see in the reflection that there was a very cute girl a few steps behind me. Wanting, of course, to impress her, I reached down to fling the door open and gallantly told it open for her. Just as I pulled the door budget about two inches, I smiled sheepishly and grabbed the handle with both hands and pulled harder; but this didn't help much, so I braced my foot against the door and grunted and pulled until I'd opened it enough for her to squeeze through. Unfortunately, having grown impatient with my struggle, she had walked over, pushed the hand-knapped button, and was waiting for me to open the door. She was followed by a stream of about 20 people who had been waiting outside for someone else to open a door so they wouldn't have to go through the same embarrassment I had.

I can't believe that, after spending \$10 million on the building itself, BYU couldn't pay someone to design a door for the common man. The existing doors are almost 12 feet high (designed with basketball players in

mind), and the handles are placed just low enough to give you the least amount of leverage possible. I'm thoroughly convinced that they made the doors that heavy just to make the Administration Building's doors seem lighter.

I've heard many people offer solutions to the problem including installation of automatic garage door openers and the issuing of remote control units to all students. But the most practical solution would be to make Beginning Weight Training a prerequisite to any class held in the Tanner Building.

Lyndon R. Johnson once said, "Education opens the doors of opportunity," but what happens to those of us who can't even open the doors of education?

Shawn C. Lynn  
Orem

### Yea, verily

Editor:  
For they had a place built up in the center of their community, a place for sitting which was high above the houses, and the top thereof would only admit 65,000 persons. Therefore, whosoever desired to worship must go forth and sit upon the logs, the boxes or the reserved seats thereof and

stretch forth his hands toward heaven, and cry in a loud voice saying:  
Holy, holy we believe that we were winners, and that we are winners, and that we will be winners forever. Holy, we believe that we have separated us from the other teams in our conference; and we do not believe in the tradition of other teams, which was handed down to them by their coaches; but we believe that hath elected us to be thy conference champions; and also thou hast made it known unto us that there shall be no running plays and that there shall be many pass plays.

And we throw the pass the same yesterday, today, and forever; and thou hast elected us that we shall have many complements, high yardage and high scores, whilst all around us teams are elected to be cast down upon the turf by our defense, for we know of our defense, and we also in the football tradition of our brethren who run, that we shall pass to victory against the Big Ten, the Big Eight, the Pac-10, that we shall recruit the high school stars, that they shall not be bound to a belief in the run and wander far from thee to other schools.

And again we thank thee that we who are

on the top are asked how we are special, that we are chosen for press and television coverage, that the bills for the whole athletic program of the university might be paid, and the nation might see that we are a holy people.

Amen.  
Now the place was called by them Kaunapue, which being interpreted, is the holy stadium.

Lyn Worthen  
Provo

### Tootie Flutie

Editor:  
BYU's football team might be ranked No. 1 in the nation, but we still aren't getting the respect we deserve. For example, everyone is praising Doug Flutie, Boston College's quarterback, and he not only isn't the best player in the nation, but isn't even the best quarterback. Robbie Rosco is the best by far — just look at the stats.

And if the inevitable happens and Flutie is named the Heisman Trophy winner on Saturday — why haven't the truly great quarterbacks been winners of the award? BYU quarterbacks have dominated, yet still manage to gain little if any respect.

Jerry Pulley  
Los Angeles

# MONDAY EDITION

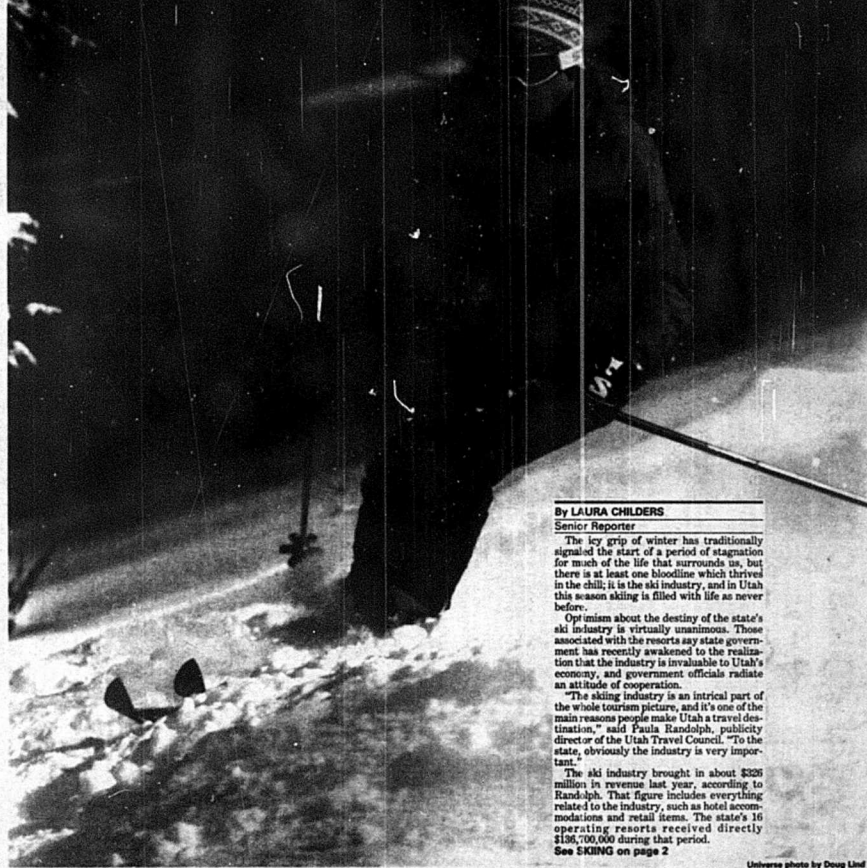
Brigham Young University

Provo, Utah

THE DAILY UNIVERSE

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## Utah's skiing gives state tourism a lift



By LAURA CHILDERS  
Senior Reporter

The icy grip of winter has traditionally signaled the start of a period of stagnation for much of the life that surrounds us, but there is at least one bloodline which thrives in the chill; it is the ski industry, and in Utah this season skiing is filled with life as never before.

Optimism about the destiny of the state's ski industry is virtually unanimous. Those associated with the resorts say state government has recently awakened to the realization that the industry is invaluable to Utah's economy, and government officials radiate an attitude of cooperation.

"The skiing industry is an intrinsic part of the whole tourism picture, and it's one of the main reasons people make Utah a travel destination," said Paula Randolph, publicity director of the Utah Travel Council. "To the state, obviously the industry is very important."

The ski industry brought in about \$325 million in revenue last year, according to Randolph. That figure includes everything related to the industry, such as hotel accommodations and retail items. The state's 16 operating resorts received directly \$186,700,000 during that period.

See SKIING on page 2

Universe photo by Doug Lind





# Is predicting elections responsible?

## Critics say use of exit polls for projections causes fewer in West to vote

By DENNY ROY  
Universe Staff Writer

The presidential elections are over, but the television networks continue to draw criticism for releasing exit poll results before the voting was finished. Among the critics are several BYU professors, who said the networks acted irresponsibly in making early projections while voting booths in the Western United States were still open.

These critics maintain that the practice of exit polling, which is intended by the media to provide the voters with useful information, is becoming a detriment, rather than an asset to the electoral process.

Among the critics is KBYU pollster David Magley, who said faulty of the early projections. "It's unethical," Magley, an assistant professor of political science who directed the KBYU exit poll on Nov. 6, added that "the results of exit polls should not be released until after the polls close."

Other BYU faculty who shared Magley's sentiments were political science professors Dennis L. Thompson and W. Ladd Hollist.

Exit polls provide the data by which networks can make their predictions early—often too early, said Thompson.

"I think the media and the press were irresponsible to make predictions before the polls closed," Thompson said. "Certain groups of voters tend to vote later in the day, and they won't make the effort. That's unfortunate, because voter turnout is very low in the United States."

The problem begins with the difference in time zones across the country, which amounts to a three-hour discrepancy between the West and East coasts. Polling places in the East also close earlier, usually at 6 p.m., while voters in most Western states can cast their ballots up to 8 or 9 p.m.

Thus, CBS-TV began to announce Ronald Reagan as the apparent presidential winner in some of the Eastern states nearly six hours before polls closed on the West coast.

The psychological impact of these early projections is obvious. Many prospective Western voters who saw that the networks were already projecting the election results may have decided to stay home.

Would-be voters discouraged by the network polls may not have made a difference in the outcome of the presidential race, but as Hollist pointed out, "The spill-over effects of early predictions hurt local elections. The real damage is felt by those running for state and local office, and maybe even those at the congressional level."

A study by a George Washington University professor affirmed Hollist's statement. William C. Adams, a

public administration scholar, studied the effects of early projections on registered voters in Oregon and concluded that such projections can discourage enough voters to affect the outcome of a close race as that lost by Rep. George Hansen, R-Idaho. Hansen came up just 60 votes short of re-election.

Magley's KBYU exit poll results were not released until after the voting was finished, but the possibility of the networks waiting this long seems remote. A station that adhered to such a policy, which Hollist called "a brave and an appropriate stance," would face the prospect of losing viewers to competing media.

"People would turn to the other networks to hear the prediction," said Merwin G. Fairbanks, a professor of communications. "The potential incentive from the networks that didn't comply with a policy of waiting until the polls closed would be enough of an incentive."

Fairbanks suggested instead that the polling places adjust their schedules to avoid the undue influence of early network projections. Thompson agreed, saying that Eastern states could keep the polls open later and Western states could close their voting outlets earlier to cut down the six-hour voting time difference.

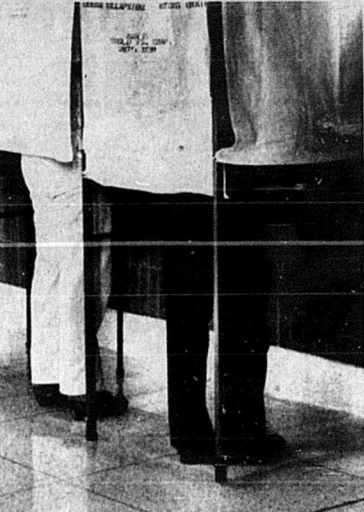
The suggestion that the electoral process should change its schedule for television indicates how powerful this medium has become in the political process. When hearings in the U.S. Congress in 1980 challenged the early release of network election projections, television lobbyists successfully invoked the protection guaranteed the press under the First Amendment.

M. Dallas Burnett, a professor of communications, said of the exit poll issue, "This certainly isn't a matter that justifies interfering on the media's First Amendment rights."

Even Hollist agreed the idea of legally regulating the release of election projections by television networks "smacks of censorship." Some kind of solution is needed, say many critics. The comments of these BYU faculty are reflective of growing nationwide condemnation of network exit polls. Charles Manatt, head of the Democratic National Committee, called the polls and early projections "one of the greatest disservices to our American democracy."

A disservice in Salt Lake City encouraged voters to lie to network pollsters as a protest against exit polls. Tom Barberi, an announcer for KALL radio, said he got the idea from syndicated columnist Mike Royko, who also condemned the influence of exit poll projections.

If the whole concept of exit polling is beginning to seem suspicious, Hollist pointed out that polling is a poten-



The practice of exit polls has come under criticism as a detriment to the election process. Some of that criticism has come from BYU professors.

tially valuable research tool. "If polling is used to influence the outcome of an election, that is not a justifiable reason for polling. But if it is done to educate students, like Magley's poll, I think that's very healthy," said Hollist.

Magley said polling performs a vital interpretive function in the electoral process. "It can be abused," he said, "but it's a useful thing if done correctly. It's useful to know what kind of people vote, why they vote, and why some people don't vote. That's important in a democracy."

"After it's over, we need an objective way to interpret the results of an election. Whether Nicaragua was important to anyone, whether Ferraro helped or hurt Mondale's campaign—there are hundreds of questions we want the answers to for historical purposes, and a pair of the voters is

the only practical way to do it," said Magley.

Hollist said the increasing abuse of exit polls reflects a general trend in American politics of less emphasis on issues and greater concern with imagery and the personalities of candidates. "The polling problem," he said, "is tied up in the whole problem of people wanting to avoid issues and to make easy choices."

Hollist's point is well-taken. The conscientious, issue-oriented voter should not be influenced by a network prognostication of the election results. In this sense, then, perhaps the networks bear less responsibility than the voters for the influence of exit poll results on elections.

But the use of exit poll results to formulate early election projections seems dissonant with Magley's concept of the exit polls a benefit to the democratic process.

# Women who used DES have higher cancer risk

BOSTON — Women who took DES to prevent miscarriages face a somewhat higher-than-usual risk of breast cancer more than two decades after they stopped using the now-banned drug, a study shows.

The elevation in risk that we observed was moderate, about 40 to 50 percent higher than women normally face, the researchers concluded.

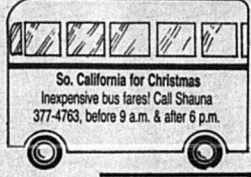
DES—or diethylstilbestrol—is a synthetic female hormone that was used by up to 3 million pregnant women between 1947 and 1971. It was taken off the market after doctors discovered that it increased

the frequency of rare cancers of the vagina and cervix in the daughters of women who took the drug.

The new research, conducted on 5,246 women, is by far the largest effort to find out

what, if any, effect the medicine had on the pregnant women themselves.

The main finding of the study was an indication that DES may somehow play a role in causing breast cancer.



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# Diet may be linked to cancer

NEW YORK (AP)—Research on weak links in chainlike molecules that govern heredity is hinting that diet is linked to cancer and may lead to a test that would identify people vulnerable to some cancers, a researcher believes.

Geneticist Jorge Yunis said his studies show that caffeine and folic acid, a vitamin found in vegetables, affect the strength of "fragile sites" in chromosomes, the microscopic strands that carry genes.

He said 20 such sites occur at or near places where chromosomes particularly weak links on some cancer patients.

Yunis, of the University of Minnesota at Minneapolis, said in a telephone interview that his findings are too preliminary to make dietary recommendations or test cancer susceptibility in the general public. But another researcher said no relation has been proved between weak chromosome links and cancer.

Yunis and colleague A. Lee Soreng report in Science magazine that they found 51 consistently weak points in chromosomes from eight healthy

people, one mentally retarded person, one leukemia patient, a chimpanzee and a gorilla. The animal findings show the weak points survived evolution, Yunis said.

Chromosomes contain strands of DNA, or deoxyribonucleic acid, in which chemical sequences called genes direct cell activity.

Scientists have linked some cancers with chromosomes that break and then re-attach in new combinations, apparently causing a cancer-provoking response from certain genes. Yunis correlates fragile sites with some defects related to leukemias, lymph tissue cancers and solid tumors.

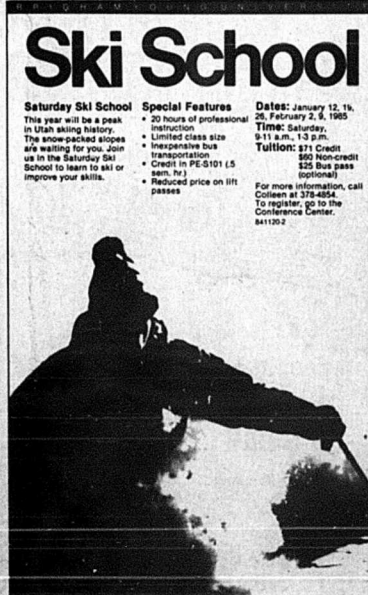
But Janet Rowley, a cytogeneticist at the University of Chicago medical school, said that because the precise structure of fragile sites is unknown, their significance is hard to understand.

Yunis' 51 sites are not the inherited type, he wrote in Science. In the interview, he said a study of 14 people with never kinds of cancer found that especially fragile sites were related to the kinds of cancer they had. Research might take four years to confirm his findings, he said.

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# Jackson tour nearing end

LOS ANGELES (AP)—Michael Jackson and his brothers are sprinting toward the finish line in their remarkable Victory Tour.

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## SPORTS

# Cougar cagers finish third in Stanford tournament

By DAVID L. POLITIS  
Universe Correspondent

STANFORD, Calif. — How good is BYU's basketball team this year? This question and others like it have been plaguing Cougar fans everywhere since the end of last year's 20-11 season. And many of those questions still remain.

But BYU's basketball team became less of a question mark and more of an exclamation point at this past weekend as the Cougars opened their 1984-85 season with a 1-1 split in the Stanford Apple Invitational. Having lost nine lettermen from last year's squad, including the top four scorers, BYU entered the season as an unknown quantity. But according to head coach Ladell Andersen, the Cougar basketball picture is beginning to crystallize.

"We've been trying to find the right combination — what works and what doesn't," Andersen said. "Right now, the team picture is crystallizing in my mind. Hopefully in a month it will be a little clearer."

Basically, it was a good news/bad news weekend for the Cougars.

The bad news came in the form of a heart-breaking loss to LaSalle in the opening round, 74-73.

Although neither team led by more than four points in the first half, the Cougars surged ahead in the waning seconds with five points from forward Timo Saarelainen. Three of those points came following an errant last-shot attempt by the Explorers and Saarelainen's final two of the half came as he intercepted an inbound pass at half court and drove the lane for a 6-footer at the buzzer. Saarelainen finished the game with a game-leading 35 points.

"We had a critical breakdown at the end of the first half," LaSalle coach Dave "Lefty" Ervin said. "Instead of being up by one or two points, suddenly we go into the half down by three."

After going ahead at the end of the half 37-34, BYU never relinquished the lead until the final seconds of the game.

With 18 seconds left on the clock and BYU clinging to a 72-71 lead, Cougar guard Chris Nikchevich was fouled and sent to the free throw line for a one-and-one opportunity.

After Nikchevich hit the first shot and missed the second, LaSalle raced down court with the ball for a chance at tying the game. Explorer forward Larry Koretz was fouled by Saarelainen with nine seconds remaining on the clock.

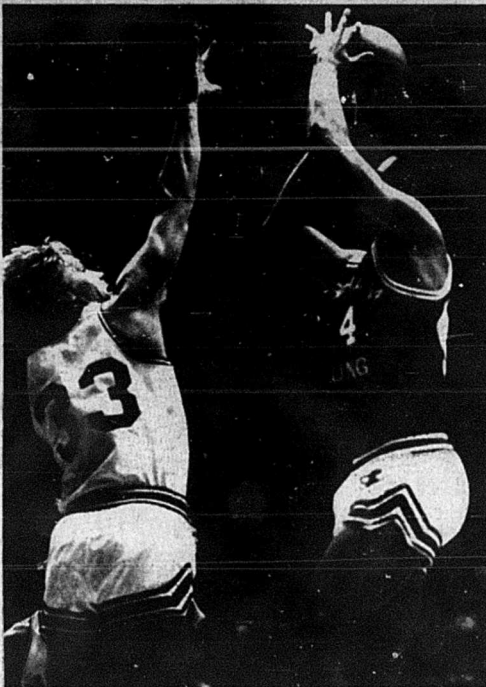
Koretz hit the first free throw and missed the second. Unfortunately for BYU, LaSalle forward Ralph Lewis was in position for the rebound from the off-the-mark free throw and followed with a tip-in for a 74-73 Explorer lead.

In spite of a 25-foot Saarelainen bomb at the buzzer, which Explorer Lewis claimed to have partially blocked, that was how the score remained, 74-73.

"It's always tough to lose, but it feels worse when the margin is one point," Andersen said. "Except for the 9 seconds at the end of the game, it's a win. "With a loss like this," Saarelainen said, "I really get to you. It doesn't seem to matter if you score one point or 100 points — if you don't win it doesn't seem to matter."

Following the "bad news" of their loss to LaSalle, the Cougars were ready for some good news in the second round of the tournament. And it seemed that fate had given them just the opportunity they needed as they faced the hapless Tigers of Pacific on Saturday.

Last year, the Tigers struggled to a 3-27 season under the tutelage of head coach Tom O'Neill. And after UOP lost in the opening round of the tourna-



Universe photo by Doug Lind  
Eric Kellogg shoots over Timo Saarelainen in last week's varsity preview. Saarelainen scored 47 points in two games at the Apple Invitational and was named to the all-tournament team over the weekend.

ment 66-53 to Stanford, it appeared that — barring a letdown — the Cougars would win easily. But the Tigers had other plans.

UOP controlled the opening tip and scored with only seven seconds having ticked off. Aided by a tenacious man-to-man defense and seven quick personal fouls on the Cougars, the Tigers exploded to a 15-4 lead and seemed poised and ready to blow the game wide open.

But it was not to be. With 15:49 remaining in the half, UOP lost point guard Kyle Peble to an eye injury. At about the

same time, the Cougars switched from their man-to-man defense to a 2-1-2 zone as JC transfer Eric Kellogg entered the game in place of Tom Grotting.

"I thought the real turn-around was when Kellogg came into the game," Andersen said. "From there on it was our game, and we took over."

"There is no doubt that last night's game was on our minds," Saarelainen said. "It was hard for us to shake off that defeat. But when Pacific was up by 11, it woke us up. We started to play ball and gradually got into the game."

See Y on page 5

## ABC-TV call-in poll says Y isn't top team

NEW YORK (AP) — A telephone call-in poll conducted by ABC-TV Saturday that asked whether or not BYU should be ranked No. 1 in college football drew 191,336 "no" responses and 166,580 "yes" options.

That's 53.5 percent "no" and 46.5 percent "yes."

BYU, at 12-0, the only unbeaten team in major college football, is ranked No. 1 in the weekly Associated Press and United Press International polls. Sports writers and broad-

casters vote in the AP poll and college football coaches vote in the UPI poll. The Cougars are also on top of the CNN/USA Today, Sports Illustrated and ESPN ratings.

ABC set up special telephone numbers during telecasts of the Auburn-Alabama and Florida-Florida State games in which viewers could call in their opinions to the BYU question. Each call cost the viewer 50 cents. The final total was announced near the end of the Florida-Florida State game.

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# Doug Flutie wins the Heisman

Y quarterback Robbie Bosco finishes third in balloting

NEW YORK (AP) — Doug Flutie, the most prolific passer in the history of big time college football, didn't want to believe that he would win the Heisman Trophy — until he did. "I've been surrounded by media feeding me, 'Doug, you're going to win. Doug, you're going to win. Doug, you're going to win,'" Flutie said. "I didn't want to let myself believe that," said Flutie, who had no choice

but to believe it on Saturday when he was awarded the trophy which annually signifies the best college player in the nation.

BYU quarterback Robbie Bosco was third in the voting, behind Flutie and Ohio State's Keith Byers.

"It's something so far out," said the Boston College senior quarterback, "the first at his position to win the award in 13 years. It's something

you don't even dream will happen."

Flutie won the award with 2,240 points in a national balloting of 1,650 panelists from all phases of the sports media. Running back Keith Byers of Ohio State was second with 1,252 points, followed by quarterbacks Robbie Bosco of BYU with 441 and Bernie Kosar of Miami with 320.

"I don't consider myself above them in any way," Flutie said at a

news conference following the announcement. "They all are great athletes in their own way."

Before fielding questions from reporters, the affable, well-spoken Flutie accepted congratulations from President Reagan, who was in Camp David, Md.

Flutie spoke to Reagan on a telephone behind the bar in the room where the news conference was held.

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# Women cagers win 2 of 3 on season's first road trip

By TOM WALTON

Universe Sports Writer

The BYU women's basketball team came away with two wins and a loss on its first road trip of the season last weekend.

The Cougars defeated Portland 60-59 Saturday as senior forward Cindy Battistone sank a jump shot, from underneath in the winning seconds of the contest. Battistone finished the night with 18 points and 12 rebounds.

Thursday and Friday, BYU was participating in the Big O Tournament at Oregon State. The Cougars dropped the first contest 99-91 to Delta State, but came back to beat Colorado State 76-55 Friday to claim third-place honors in the tournament.

Speaking of the Portland victory, coach Courtney Leishman said, "This game was one of those nail-biters that is just great to win. This was a real confidence builder for us."

The Pirates held a one-point lead with just 18 seconds remaining in the contest. BYU had control of the ball but came down and missed an outside shot. Battistone was able to gain control of the rebound, and she scored to give the Cougars the hard-fought victory.

"It was a good defensive basketball game, and with Tressa (Spaulding), Cathy (Nixon) and Cindy, we were able to badger them inside and keep them from taking the shots they wanted," Leishman said.

BYU enjoyed a 31-27 lead at the half, but the Cougars were plagued by foul trouble in the second half to keep the game close.

"Portland used the full 30 seconds (on the shot clock) with nearly every shot," Leishman said. "They were ready for us and played very aggressively."

Their strength is inside, so we set up in a light zone defense and invited them to shoot outside," he said.

Spaulding led the Cougars with 23 points Saturday.

Going into the Big O Tournament, Leishman felt his team had a very good opportunity to win the title, but the Lady Statesmen of Delta State had different ideas. It was the first loss of the year for the Cougars.

"They (the Lady Statesmen) were really aggressive on defense, and we lost our composure," said Leishman. Delta State forced BYU into committing 30 turnovers.

"They were more physical than we like to play. We didn't get to the line in the second half," he said. The Cougars shot 56 percent from the field but were out-scored by 22 points at the charity stripe.

Delta State enjoyed a 12-point lead at intermission, but BYU was able to come back and give the Lady Statesmen a run for the money.

They had three J.C. transfers that really gave them a lot of experience," Leishman noted.

Battistone led four Cougars who scored in double figures in the last 10 points. Spaulding was right behind with 27. Kathy Denton and Nixon chipped in with 14 and 10 points, respectively.

Spaulding led the team with 11 rebounds.

Friday night, BYU defeated co-High Country Athletic Conference member Colorado State 76-55. The team will not count in the league standings.

This victory wrapped up third place in the tourney for the Cougars.

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# Swimmers avenge loss to Utes After being annihilated Friday, Cougars win Saturday

By NEIL BAIR

Universe Sports Writer

The BYU men's swim team overcame a shellacking by Utah on Friday to upset the Utes in the Beehive Relay Saturday in the Richards Building.

Utah defeated BYU 81-32 on Friday in Salt Lake City, claiming eighth individual victory but two. After an annihilation like that, there didn't appear to be any way the Cougars could knock off the Utes on Saturday.

However, on Saturday the Cougars turned the tables on Utah and won 66-62.

With Saturday's victory, the Cougars improved their dual meet record to 2-1 for the young season. The swim team will be idle until January when the Air Force on the 25th and Washington on 26th.

The Cougars capitalized on a false start by the Utes in the third leg of the 500-yard freestyle relay on Saturday, a mistake that cost them seven points and proved to be very costly for Utah in the four-point loss.

"We got zero points," said Utah coach Don Reddish, referring to the 500 relay. "Otherwise, the meet would have been a tie at worst."

Although he agreed the 500 relay was a turning point in the meet, BYU coach Tim Powers said it was the 400-yard individual medley relay which won the meet for the Cougars, who used a juggled lineup in the event.

"Steve Roman was the only Imer of the group," said Powers of the 4:10 relay. "We knew Utah was good from the night before in the 400 free relay, so we gambled and it paid off."

After Roman led off the relay for BYU, Brazilian Olympian Ronald Meneses pulled ahead on the second leg to give the Cougars a lead going into the final two legs of the event.

Jim Gee and Jin Teik On maintained the lead in those final two legs to give BYU a one-tenth-of-a-second victory, 3:55.60 to 3:55.70.

Other events in which the Cougars captured first-place honors included the 3:100-yard butterfly relay and the 300-yard breast-stroke relay.

The 3:100 butterfly relay, consisting of Domonik Paul Johnson and Wayne Chisum, won with a time of 2:35.15, and the 300-yard breast-stroke team of Tom Paulsen and Scott Christensen finished at 2:58.20.

Scores by BYU's Brandon Smith of 492.20 in the one-meter dive and 314.74 in the three-meter dive were enough to give him individual victories in each of the two events. Cougar Randy Pacheco finished second in each of the two diving events.

Mike Mooney scored a 240.70 in the one-meter dive and Smith recorded a 274.45 in the three-meter in Friday's bombardment by the Utes.

Utah 1700 Leifmanson set a new school record in the 500-yard freestyle with a time of 5:31.99, breaking the old record 4:32.15.

Utah is a Top 20 caliber team," said Powers. "This is the best Utah team I've seen in 16 years."

# Cougar golfers end fall campaign with disappointing 8th-place finish

By TOD SANDERS

Universe Sports Writer

The BYU men's golf team ended its fall season Friday with a disappointing eighth-place finish at the Rebel Classic in Las Vegas.

Powerful Oklahoma State, which is considered by many insiders to be the odds on favorite to win the NCAA championship, won the tournament going away after shooting an even-par 60.

The BYU contingent was again plagued by its failure to maintain good rounds throughout a tournament, and the team ended up with a score of 914. This lack of consistency has turned out to be a season-long nemesis for the BYU squad.

The Cougars' fortunes may have been different had more of the team's top members made the trip, but coach Karl Tucker wanted to use this last

tournament to more thoroughly evaluate his squad.

Even though Tucker left golfers such as Keith Goyen and Eduardo Herrera behind, he was offering no excuses for the Cougars' lackluster performance.

"We had a good enough team to finish in the top five," Tucker said. "We showed some good signs, but found ways to throw away good scores."

"We continue to stutter and stagger," he continued, "but I had to find out by elimination who our best players were going to be."

The Cougars were paced by Jeff Goettsche and Rishi Narain. Goettsche's 226 score was the best individual effort for the Cougars, followed by Narain's 227. But both of those marks were well behind the winning score of individual medalist Doug Wherry of UTEP, who finished

with a four-under-par 208.

The UTEP squad, which figures to be BYU's stiffest competition in the WAC, put on an impressive showing by finishing second at 878.

The overall BYU effort was even more disappointing than it would have been under normal circumstances because the Cougars have virtually dominated the Rebel Classic since its inception.

BYU has won the previous eight tournaments played at the Sahara and Las Vegas Country Clubs. On the other occasions, the Cougars finished second once and third twice.

Included in those previous efforts were course records for 18, 36 and 54 holes. BYU golfers had also set the overall course record in 1980.

Last year the Cougars finished third in team play, only five strokes behind champion Weber State. This year the Cougars were never able to pull completely away from hard-fighting UOP. Twice in the closing minutes the Tigers pulled within six points, but they could move no closer as BYU won 72-63.

"Tonight we saw some team conditions, and we are picking up experience as we go along," Andersen said. "After last night's loss we had to approach this game as business as usual."

# Y splits first 2 games of season

Continued from page 4

It took the Cougars only four minutes to come within two points of UOP. BYU took the lead for good with a 42B remaining in the half as Kellogg stole a rebound from a LaSalle player and put in an easy lay-in.

"It's my job to try to produce for the team," Kellogg said. "I need to come off the bench and score points."

Kellogg was not the only producer for BYU, as the Cougars displayed a more balanced scoring attack than the previous evening. Scott Sinek led all scorers with 15 points.

Sinek was one of the big surprises of the tournament. Coming off an injury that broke one rib and

cracked another two weeks ago, it appeared for a time the senior guard might be forced to redshirt this season. But Sinek not only played, he started the second half of the LaSalle game and both halves of the Pacific game.

Saareslain finished with 12. Kellogg with 11 and three other Cougars contributed eight points each. In spite of the balanced scoring attack, the

Cougars were never able to pull completely away from hard-fighting UOP. Twice in the closing minutes the Tigers pulled within six points, but they could move no closer as BYU won 72-63.

"Tonight we saw some team conditions, and we are picking up experience as we go along," Andersen said. "After last night's loss we had to approach this game as business as usual."

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## Rediscovery of an old turn

# Telemarking gains popularity

By LISA REESE

Universe Staff Writer

The thrill of skiing fresh powder in the isolated valley began as the telemarketers started to "put down tracks in the open bowl."

Telemarking is known as graceful downhill ski turning with metal edged skis, three pin bindings and heavy leather toe hiking boots.

Next to the Christiana downhill turn, the telemark is the oldest downhill turn in existence, but has evolved into a new technique that has become a major craze in the past 10 years.

From the 1890s to the 1950s, the telemark was the main downhill turn used by skiers. But, according to David Sumner's article in the Jan. 1983 issue of Skiing magazine, it had been skiing edging telemarking until the early 1970s.

It re-evolved when members of the ski patrol at Crested Butte, Colo. began experimenting with it during their avalanche control work.

Soon after, ski mountaineers in the Pacific Northwest started telemarking on Alpine descents.

In telemarking the binding secures the toe, leaving the heel free with ample support being offered by the boot. To do the telemark, a person must drive one ski forward in an exaggerated, dipping stride, and steer the forward knee in the direction he wants to turn.

A stride to the right with the left ski initiates a turn to the right and vice versa.

The rear knee is sharply bent and low, sometimes almost touching the back ski. Naturally, the rear heel lifts well off the trailing ski.

Even though telemarking is an old form of turning, it was obsolete until the rediscovery of the telemarking technique described earlier.

In William Groat's article in Oct. 1983 Skiing, he said this was the first time the United States had sent a Nordic demonstration team to Intercontinental.

The modern version of the telemark turn and the equipment used to make it work "is strictly an American invention and the Europeans had never seen anything like it," said Sumner.

He reported that Stefan Kruckenhauser, the retired head of the Austrian ski instructors' association, told a reporter after a telemark demo, "This development is typical of American freedom to do your own thing. It's fantastic."

Jesse Miller, a senior from Anchorage, Alaska, majoring in history, considers telemarking new and exhilarating.

Miller has Alpine skied most major resorts in the West, ranging from Alaska, Colorado, Idaho and Utah.

He was introduced to telemarking by his brother, who lives in one of the rediscovery centers, Telluride, Colo.

He took me up the mountain and started teaching me," Miller said. "He turned me on to it."

One of the thrills of telemarking for him is that



This ski turn called telemarking was used in the late 1890's and is being used again by skiers. It is a downhill turn for which the skier uses metal edged skis, three pin bindings and heavy leather boots.

It's a change of pace from what everyone else does and it helps his downhill skiing.

"It's a new way for me to express myself upon the mountain of joy," said Miller.

"Telemarking demands the same technique as Alpine skiing but in a more refined way," said Brian Lloyd, a senior from Salt Lake City majoring in finance.

Lloyd, who frequents major Western resorts including Sun Valley, Telluride, Grand Targhee and Jackson Hole, began telemarking about three years ago.

"It was a new thrill," he said. "But, the biggest thrill is being away from the resort and going backcountry, skiing virgin champagne powder with the snow blowing over my head and the sensation of floating as I glide from ski to ski."

Telemark skiing offers advantages to the mountaineer when climbing because telemark skis are much lighter than Alpine skis. Also, with their Alpine ski-flex patterns and sidecuts, the telemark skis handle better on steep terrain and in tough snow than do more traditional Nordic touring skis.

Miller said he called telemarking "telecrushing" when he first started out because it is such a different

way of skiing and the relearning of basic Alpine terrain is frustrating.

After a couple of days though, telemarking is much more graceful and smooth than Alpine skiing, he said.

Lloyd said there are two different aspects of telemarking: first, the resort skiing where a person rides the lifts and skis on packed surfaces; and second, the backcountry skiing.

"One of the newest things about telemarking is to leave the resort and go backcountry. I enjoy resort skiing but the advantage of being able to take off on your own is great."

He said before he got into telemarking he had to do a lot of taking out of areas that he had skied with downhill skis that were out of resort areas.

Miller said one major risk of going out of resort areas backcountry is the avalanche danger. "At a resort, they take care of the avalanche danger," he said. "But when you're on your own you have to assess the danger yourself."

Miller also said the speed of skiing is definitely minimized by telemarking, but telemarking is more graceful and skill.

Universe photo by Gene Miller

## Children learn about birth with help of toy kangaroos

By SHAWN VAN WAGENEN  
Universe Staff Writer

Kangaroos, cookies and balloons are teaching children how to help with their families' new baby during classes at three area hospitals.

These classes help children feel more at ease with their mother's impending hospital stay and teach them how to care for the baby, said Vernita Nuttall, director of education at American Fork Hospital.

"A toy stuffed kangaroo mother and a little baby which sits in her pouch are used to show children that kangaroos carry their babies in a way similar to the way their own mothers are carrying their baby," said Nuttall.

At AFH the class is geared directly to the family and not just for the children. By attending the class parents and children get a chance to see the new facilities in the hospital, said Nuttall.

Some parents have children who are 4 or 5 and they never have seen this hospital before. Our class has a dual purpose. We help the parents and the children become more familiar with the hospital, said Nuttall.

During the one-hour session the group is shown the laboratory, a birthing room, a labor room, the waiting area, the nursery and the family visiting room. "After the tour we show them a movie on the characteristics of a newborn baby to help acquaint the children with what a new

baby looks like," said Nuttall. "We serve them punch and cookies while they are watching the movie."

The program has received excellent response since it began.

"The children receive balloons and cookies at the party," said Carol Kingsolver, director of education at UVRMC.

During the tour of the hospital each child is given the chance to feel a baby inside an iodette. They are taught what their responsibilities will be when the new baby comes home.

"They also can listen to the baby's heartbeat during the class," she said, "and they will learn how to help with the new child."

The class at Orem Community Hospital is geared 100 percent toward children, said Tami Miller, department manager of labor and delivery.

The children are shown part of a birthing movie and taught some basic anatomy to help them understand better what their mother will be going through, she said. "The teacher, Diane Peterson, does an excellent job of relating to the kids, and she handles it really well."

A doll is used to demonstrate the proper way to hold a baby, Miller said. The children are shown a newborn baby in the nursery and the birthing area during the tour.

"Our center is very family-oriented, and this class demonstrates how we are trying to make the family the most important unit in society," she said.

## This Year, Ask for a Calculator Beyond Equal . . . an HP-12C

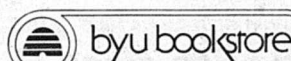


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HEWLETT PACKARD



## 5 Utah ski areas connected by tours

By STEVE REHER  
Universe Staff Writer

Utah may now boast having one of the world's largest ski resorts right in their backyard.

Utah's "Interconnect Adventure" connects five of the state's most popular resorts through a system of trails and rail: Park City, Alta, Solitude, Brighton and Snowbird.

South from Park City to Snowbird, a skier skiing the Interconnect, however, experiences more than 20 miles of groomed trails and wild backcountry.

There are 40 lifts and more than 250 runs at the five resorts.

Although skiing from town to town and from resort to resort has been commonplace for many years in Europe, Utah's Interconnect is the first one of its kind in North America.

Difficult terrain and long distances between resorts make it virtually impossible to have such a system anywhere else in the United States.

In Utah, however, 11 of the state's 15 resorts are on the Wasatch Front, within an hour of Salt Lake City.

With the new Interconnect, a skier may now ski as many as five resorts in a single day, and on a single ticket.

Experienced cross country skiers looking to "get away from it all" have skied through the backcountry between the various resorts for many years, but the Interconnect was the first time guided tour packages were offered.

The tours are directed by Ski Utah Inc., a Utah Ski Association.

The Interconnect was made possible by the construction of Alta's Point Supreme lift in 1981 and Solitude's Summit lift in 1982. Now, licensed, experienced tour guides can take groups of up to 14 skiers on tours between the resorts.

Directors of the Interconnect say the experience of the tours is unlike any average day on the slopes. Besides being able to ski the best slopes each resort has to offer, skiers

traverse, ski down and climb up some of Utah's most rugged and undeveloped backcountry.

A wide range of terrain also exists, with wide open bowls, rocky ridges, narrow gulches, gentle aspen groves and steep, heavily treed slopes.

There are three tours available. The five-area tour begins in Park City. Skiers take a lift to the top of Jupiter Peak and ski down the other side into Brighton.

From there they go up a lift and down into Solitude, then up Solitude's Summit lift and down the slope to Alta. For the last leg, skiers take Alta's lifts to the top, where they can ski down into Snowbird.

Future plans call for more lifts and runs to connect three more resorts to the system. Deer Valley, Park West and the proposed White Pine Cross Country Ski Area will all link to those resorts already on the Interconnect system.

The new lifts would also make travel from Brighton to Park City

possible. Directors of the tour offer some words of caution to anyone interested in skiing the Interconnect. "First, skiers must be of at least intermediate ability, and able to ski in various conditions," said Danny Richardson, executive director of Ski Utah. "They must also be in top physical condition, as the tour involves a lot of climbing and descending."

Richardson said that skiers are tested on an ungroomed slope before they are allowed to take the tour.

Sudden cancellations of tours are not uncommon, said Richardson.

Skiing in the backcountry can be very dangerous when the snow is wet, or when a storm is forecast. We don't want anyone hurt, so we'll cancel a tour before going out in possibly dangerous conditions," he said.

Last year slightly over 600 people skied the Interconnect. This year, Ski Utah is predicting about 1,500 skiers to take the tour.

## Milk cartons to help find missing kids

CHICAGO (AP) — Authorities are turning to the humble milk carton to draw attention to Chicago's missing children, printing faces of the missing on sides of the cartons seen by millions.

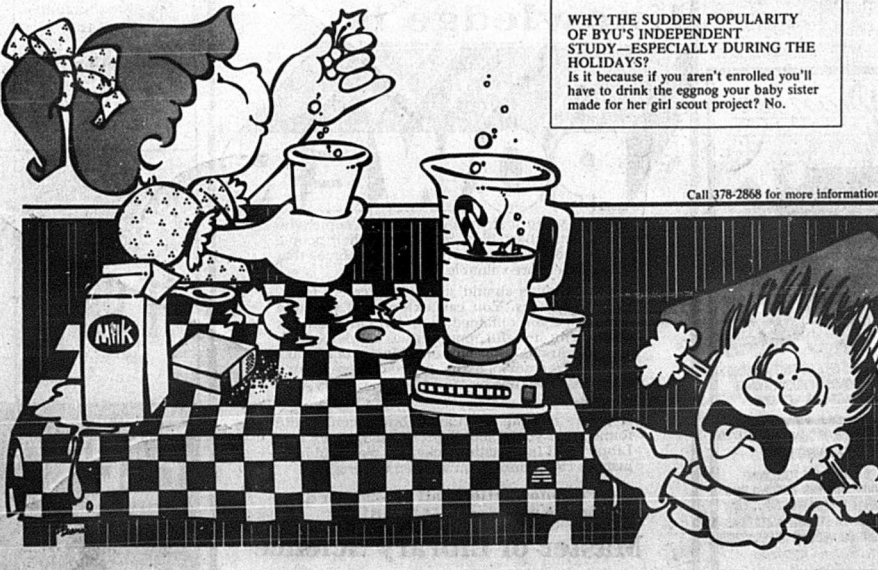
"It doesn't take much," said Joe P. Mayo, commander of the police department's youth division. "Only one person has to recognize one of these children."

Mayo said police field nearly 13,000 reports of missing children every year. He said many of those reported missing return home within hours, and almost all are eventually located. Still, last year officials found no trace of 26 missing youngsters.

Mayo said a plan by Hawthorn Melody Farm Dairy to display photos of Chicago's missing youths on its milk cartons will be an unequalled success "if it returns only one child to his home."

Mayo is convinced that the plan, which he hopes to have in operation around the first of the year, will work. He recently launched a program where the faces of children who vanished without a trace are displayed in glass-enclosed cases in city hall and neighborhood police stations. Already five children have turned up, he said.

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# National debt rising faster than the GNP

By TIM CHAVEZ  
Universe Staff Writer

The United States government is drowning in a national debt that is unequalled in the history of the country. At the present rate, Uncle Sam's IOU's will total \$6,786 for each man, woman and child at the end of this year, and some \$9,300 by the end of 1990.

Debt is not new to the United States. Only twice in history, 1835 and 1836, has the nation been free of federal debt.

Federal debt, projected at \$1.6 trillion for 1984, is expected to rise to \$2 trillion by 1986. Uncontrollable interest payments that must be paid on the debt are worrisome to the financial and business community. In 1980, 13 percent of the national budget went to pay interest. Interest payments are anticipated to approach 18 percent in 1990 — some \$17.7 billion a year just to pay the loan charges for the national debt.

Many experts believe that high deficits will, in the long run, push interest rates upward and bring on another recession, despite the downward trend in interest rates at the present time.

Analysts for U.S. News & World Report predict that trouble lies ahead for the economy in 1985 and 1986. If there is no serious action taken by mid-1985, most economists believe the risk of recession could become serious in 1986.

The nation can look forward to prosperous times through the decade if the deficit crisis is solved in 1985, said Alex Jeffers, a financial analyst in San Francisco.

A major concern associated with the national debt is that it is rising faster than the gross national product. In 1980 the national debt was \$390 billion, or about 35 percent of the GNP. By 1983 it reached \$1.4 trillion, or 65 percent of the GNP. In 1986 the national debt could be \$2.5 trillion, half of the GNP.

Advisors in the Reagan camp believe huge deficits eloped the recovery get under way toward the end of 1982. Due to the fact that the 1981-82 recession had weakened consumer buying and business investment, it was the excess of federal spending over receipts that pumped money into people's hands. This "shot in the arm" to the economy brought on a recovery so strong that it baffled analysts in Washington.

Since large deficits are viewed as inflationary by Wall Street and the Federal Reserve Board (Fed), economists feel that interest rates could be lower. In an interview with Businessweek, Fed Chairman Paul Volcker told Congress that slimmer deficits would let the board make money cheaper. Smaller deficits also would allow lenders to have the premiums they add to their loan charges as a protection against long-term inflation.

A White House advisor estimates that the deficit is keeping interest rates about one-fourth higher than they otherwise might be. This means that the prevailing conventional mortgage rate would be about nine percent.

In addition to high budget deficits — estimated to reach over \$210 billion in the current fiscal year ending next Sept. 30 — the country is also accumulating a massive trade deficit.

Since 1980, the dollar has risen 81 percent against the French franc, 54 percent against the British pound, and 41 percent against the West German mark. In effect this raises the price of American goods in world markets, making it difficult to sell them abroad and easier for foreign goods to be sold here.

United States merchandise exports have fallen more than 14 percent from 1981, to about 200 billion last year. This trend helped the United States trade deficit soar to \$100 billion just this month.

Such a loss in foreign sales means fewer jobs for Americans. The Commerce Department estimates that 1.3 million Americans, or 21 percent of those employed by exporting companies, lost their jobs due to plummeting sales abroad in the 1980-82 period.

Perhaps as much as half of the fiscal 1983 deficit was due to the 1981-82 recession. When the economy slips, the Treasury loses revenues because people and businesses have less net income on which to pay taxes. Also federal spending rises to pay for unemployment compensation, welfare, food stamps, retirement and other benefits. The big personal and business tax cut that the president got through Congress in 1981 is costing the Treasury an estimated \$846 billion through '87.

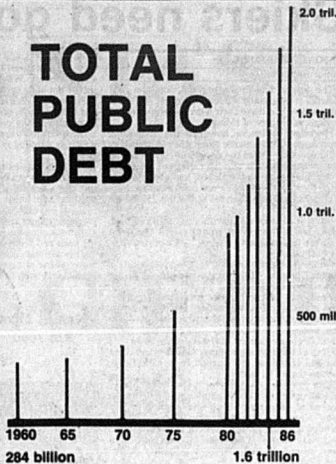
Economists see little change in the dollar's appeal. Compared with other industrialized nations, the United States enjoys a much stronger economic recovery and a lower inflation rate. To many foreigners, American investments are hard to refuse. "Confidence in the American economy and a lower inflation rate yields a higher return than European investments," said Jeffers.

Almost all experts see the dollar holding its own in 1986. Some expect a decline of up to 10 percent due to recent drops in interest rates. That decline could steepen in 1986 as a result of a growing trade deficit.

Administration officials recently announced proposals to cut federal spending in 1986 by \$165-\$170 billion. Among the proposed cuts are cuts in farm subsidies, civil service retirement, Medicare, veterans health programs and student aid.

The high-level budget group who presented the budget to the president, will ask him to approve a package that cuts the deficit to four percent of the GNP in 1986, three percent in 1987 and two percent in 1988. The plan will not cut social security.

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## Investigator states firm stand against porno

WASHINGTON (AP)—A police investigator said Friday that child pornographers must be convinced America's children "are not for sale," and the nation will not accept the abusers' philosophy of sexual liberation.

LT. William G. Thorne, a specialist in such cases with the Bergen County, N.J., prosecutor's office, said getting this message to pedophiles "is not insurmountable."

He told the Senate Permanent Subcommittee on Investigations that his county and other jurisdictions now "put credence in the testimony of children" and are placing more of their resources into child pornography cases.

"Public reaction to these pedophiles has been negative," he said.

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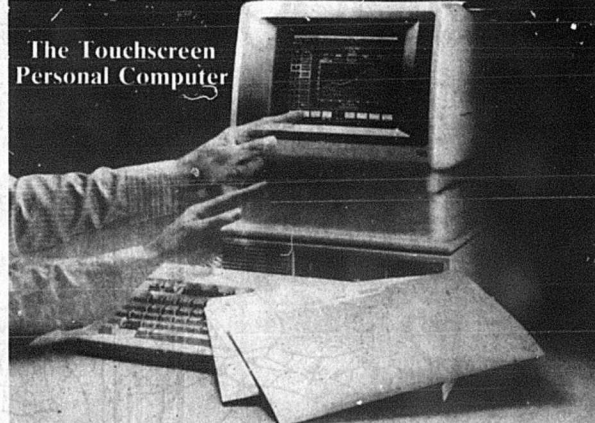
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# Skiers need good beginning

By JONETTE UDARBE  
Senior Reporter

The season has finally arrived, and the first snowfall entices many students to forget school for a day or two and leave their worries behind for the glorious adventure of skiing.

For many beginners, however, the first skiing experience is a traumatic event that leaves them shaking in fear. Often the experience is marked by well-meaning friends who have dragged their non-skiing buddies up to the slopes, and attempted to teach them all there is to know in 10 minutes. Suddenly, they are left stranded at the top. Sound too familiar?

Gary R. Howard, coordinator of BYU's ski school, said the most important step a beginning skier can take is to have lessons from a professional ski instructor.

"More people are injured by good intentions of friends," he said. "Injuries can be reduced 75 percent with just one lesson."

Fear, one of the biggest problems beginners face, is also significantly relieved and controlled by a professional instructor. Most friends don't know how to teach the necessary skiing skills and as a result beginners are left at the top of the slope with no way of turning or stopping, said Howard. Fear and bad technique are learned from experiences such as these, he said.

Kim Francom, ski director at Sundance, said a ski instructor can teach beginning students to relax instead of "worrying about what's going to happen." Fear can also be replaced by confidence through learning proper methods and seeing other beginners learn. "If someone in class picks it up easy, others see that it's easier than they think," said Francom.

Another problem many beginners face is ill-fitting equipment. "A lot of people bring up borrowed equipment that does not fit right—the skis are the wrong size, the bindings are not adjusted properly or the poles are too short. Things that don't fit right just don't work," said Francom. Those who are faced with their first skiing experience need to know what to look for when fitting equipment. Ski rentals ask for a person's height, weight, skiing ability and age. These numbers are combined using a chart to get what is called a "vin" number, which sets up the proper tension for the bindings.

Wayne Stewart, assistant manager of Park's Sportman said the binding tension will be lighter for beginning skiers because they tend to fall a lot more.

Proper ski length is obtained by measuring the skis against a person's height. "The length of skis for beginners should be between the eyebrow and the top of the forehead," said Stewart.

Bill Chynoweth, overseer of ski rentals at a local ski shop, said smaller skis are easier to learn on. "After someone skies five to 10 times they can move up in length," he said.

A proper boot fit is critical in skiing to help eliminate friction and blisters.

"You should feel the end of the boot with the bottom of your big toe, but there should be no pressure," said Chynoweth.

Stewart said boots should be snug but not too

tight. "There should be a little room for the toes to move up and down but not so much that the foot slides around. When you flex forward the heel should not slide up and down."

Poles are measured by turning them upside down and holding them under the basket. "Arms should be parallel to the ground," said Stewart.

Once skis have been properly fitted, and the beginner is enrolled in a course, he is ready for the slopes.

Most ski classes teach skiing in a step-by-step method. Francom begins his instruction by familiarizing students with their equipment. He also informs them about clothing.

Next, he teaches them how to get up and down. Beginners then learn to "strut run." This includes standing up, releasing their weight and sliding back and forth on the snow with their skis.

They are then ready to "snow plow." This is the basic means of breaking and stopping and is the preliminary step to turning," Francom said. Once

this is mastered beginners are ready to learn turns. Francom teaches these steps in one two-hour lesson. He said most beginners are ready for the lifts after an hour.

Progress is based on the coordination of individuals. "With some people, they can just do it after an explanation. Others pick it up slower," said Francom.

Outdoors Unlimited caters to beginning skiers by offering them a "learn to ski day," said Dave Webb, manager of Outdoors Unlimited. "This is designed for people who have never skied before and are not sure they want to go," he said.



Proper equipment, fit and adjustment are vital to the success of any skier, especially to the beginner. Trained instructors can teach beginners basic fundamentals often overlooked by a 'good friend' who takes you skiing for the first time. Fear is one of the major emotions that the untrained novice experiences when left alone at the top of a steep slope. Ski classes are designed to alleviate this problem and prepare the beginner for the fun of the skiing experience.

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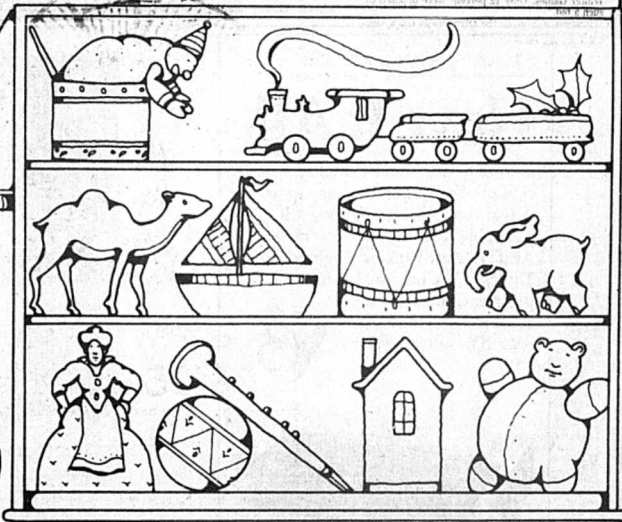
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## SLC hires firms to study possible effects of hosting Winter Olympics

By STEVE REIHER  
and MICHAEL J. RYAN  
Universe Staff Writers

Salt Lake City may make a bid to host the 1996 Winter Olympics, depending on the results of a feasibility study now being done to assess the situation.

The joint study by the firms of Underwood and McClellan, Economic Research Associates and Eckhoff, Watson and Preator is being undertaken to evaluate what impact hosting the Olympics would have on the Salt Lake City area, both economically and otherwise, said Bob Gore, administrative assistant to Salt Lake City mayor Ted Wilson.

"The two critical issues that must be met are, as I see it, first, the Olympics can't cost us money, and second, they can't be environmentally damaging," Gore said. "This study is designed to analyze those things."

The feasibility study will cost nearly \$200,000, with the money coming from a combination of public and private sources. It is due to be completed sometime in the spring.

The consulting firm picked to do the study was chosen from among 10 who submitted proposals, said Danny Richardson, director of Ski Utah, Inc., the marketing arm of the Utah Ski Association.

"We picked them because of their expertise and familiarity with the Olympics," Richardson said.

According to Richardson, Underwood and McClellan were involved in Calgary's bid for the 1988 Games, while Economic Research Associates had a large role in the recent Summer Games in Los Angeles.

The study will address concerns about funding, site selection, transportation, forming a non-profit group to run the Games, and putting together a successful bid, said Richardson. He added that it will also assess the possible impact the Games might have on water, land and air quality.

The feasibility study was requested by the Winter Games Task Force, an ad hoc committee of businessmen, resource officials and environmentalists formed to examine the costs and benefits of holding the Olympics in Salt Lake City.

"We couldn't just say, 'Hey, wouldn't it be a great idea to hold the Olympics in Salt Lake City?'" said Richardson. "We needed to get some questions answered first."

Mayor Wilson wanted to put on the committee not only those in favor of, but also those opposed to hosting the Olympics, Gore said. This would lead to a more objective and critical analysis of the issues.

"And make no mistake about it," he added, "the mayor is looking at this study as an educational study, not as an advocacy document. We are not, at this point, advocating the Olympics."

After the study is completed, the committee will decide whether to put in a bid for the Games. First, however, a referendum will be held to see what type of public support exists for the proposal.

Support for holding the Games is currently high in Utah, according to a Deseret News-KSL poll, taken in May by Dan Jones and Associates. The poll found that 75 percent of those surveyed favored Salt Lake City making a bid for either the '92 or '96 Winter Games. Only 12 percent were opposed to such a bid.

Interest in hosting the Olympics is not a new phenomenon in Utah. In 1968, Salt Lake City made a bid for the '76 Winter Games after Denver decided to withdraw. That was turned down.

If Salt Lake City decides to make a bid, it will be for the '96 instead of the '92 Games. "The International Olympic Committee, which decides where the Olympics will be held, has heavy European influences," said Richardson. "Because of that, the possibility of the Olympics being in North America, two Olympiads in a row, is very unlikely."

The 1988 Winter Olympics will be held in Calgary, Alberta, Canada.

Richardson said that making a bid for the Games can cost up to \$1 million. Actual bids for the 1996 Winter Olympics won't be presented until 1989.

Strong American contenders for the '96 Games include Lake Placid and Denver, according to Richardson, with the former considered Salt Lake City's biggest competition.

Both Gore and Richardson feel Utah could be an ideal site for the Games. "There are some IOC and USOC people who have said that Salt Lake City is probably the best place in the U.S. to host the Winter Olympics," said Gore.

"Salt Lake City isn't perhaps known internationally yet, but there are places where the Games have been held that have only four or five hotels," said Gore. "We've got an international airport, many major hotels along the Wasatch front, and a dozen more that will be built before 1996."

He said, "We also have some of the best skiing conditions in the world. There is no doubt in my mind that we can do a fantastic job."

Richardson agrees wholeheartedly. "Our main advantage is our access to the resorts," he said. "In Denver it was a two hour drive from the athlete's lodging to the event sites. Here in Utah, you can be skiing an hour after you step off the plane. And at 11 different resorts."

Richardson also said many of the facilities for the Games are already built, saving costs. Facilities for 70 and 90 meter ski jumping, speed skating and bobsled and luge competitions would be the only construction, he said.

Richardson doesn't see housing as a problem, either. "Besides what we already have, we have a new 500 unit Holiday Inn going in next to the Salt Palace, and a new Hyatt soon or later," he said.

"For the athletes, we could house them in dormitories at the University of Utah, or at some of the state's other universities."

He added that the "Ut" would be ideal because of its proximity and training facilities.

See SLC on page 11

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